# NHTSA 2006 National Communications Plan – Occupant Protection and Impaired Driving

#### **April 06 May 06 June 06** February 06 March 06 **January 06** T W T F T W T F S T W T W T F T W 5 3 4 5 2 3 4 2 3 4 5 6 7 8 9 10 11 12 13 10 11 12 13 14 8 9 10 11 9 10 11 12 13 14 15 14 **15 16 17 18 19 20** 11 12 13 14 15 **12 (13 (14 (15 (16 (17 (18** 15 16 17 18 19 20 21 (12) (13) (14) (15) (16) (17) **21 22 23 24 25 26 27** 16 17 18 19 20 21 22 18 19 20 21 22 23 24 22 23 24 25 26 27 28 19 20 21 22 23 24 25 19 20 21 22 23 24 25 28 29 30 31 25 26 27 28 29 30 <sup>23</sup>/<sub>20</sub> 24 25 26 27 28 29 29 30 31 26 27 28 26 27 28 29 30 31 November 06 August 06 December 06 July 06 September 06 October 06 M T W T F S M T W T F T W T F S M T W T M T W T F S Τ 2 1 2 3 4 5 3 5 6 3 2345678 3 4 5 6 7 8 9 10 11 12 13 14 9 10 11 12 5 7 8 9 10 11 12 13 14 15 16 9 10 11 12 13 14 15 **16 17 18** 10 11 12 13 14 15 16 15 16 17 18 19 20 21 12 (13 (14 (15 (16 (17 (18 20 21 22 23 24 25 26 17 18 19 20 21 22 23 16 17 18 19 20 21 22 22 23 24 25 26 27 28 **19 20 21 22 23 24 25** 17 18 19 20 21 22 23

# January 29 - February 5, 2006

<sup>23</sup>/<sub>30</sub> <sup>24</sup>/<sub>31</sub> **25 26 27 28 29** 

# **Super Bowl Sunday**

**IMPAIRED DRIVING** 

Primary Message: Fans Don't Let Fans Drive Drunk

#### **February 12 - February 18, 2006**

#### **CPS Week**

**OCCUPANT PROTECTION** 

Primary Message: Booster Seats Secondary Message: 4-Steps for Kids

# March 12 - 17, 2006

# St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Friends Don't Let Friends Drive Drunk

# April 1 – April 8, 2006

#### **Screening and Brief Intervention**

24 25 26 27 28 29

**IMPAIRED DRIVING** 

27 28 29 30 31

Message: Alcohol Screening

#### May 15 - June 3, 2006

"Click It or Ticket"
National Enforcement Mobilization

OCCUPANT PROTECTION

Message: Click It or Ticket

# **June 25 - July 8, 2006**

#### **Fourth of July**

**IMPAIRED DRIVING** 

Primary Message: Buzzed Driving is Drunk Driving Secondary Message: Enforcement

# August 16 - September 4, 2006

#### Impaired Driving National Enforcement Crackdown

**IMPAIRED DRIVING** 

29 30 31

Message: New Enforcement Campaign

#### October 27 - 31, 2006

#### Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

# November 13 - 26, 2006

#### Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket

# **December 1 - 14, 2006**

#### **Holiday Season**

**IMPAIRED DRIVING** 

26 27 28 29 30

Primary Message: Buzzed Driving is Drunk Driving

#### **December 15 - 31, 2006**

#### **Holiday Season**

**IMPAIRED DRIVING** 

Primary Message: Enforcement

# **Collateral Support**

Sports and Entertainment Marketing
Prom and Graduation Materials
Parents Who Host, Lose the Most Materials
Buckle Up in Your Truck
Rural Occupant Protection

Note: Calendar dates and themes are subject to change.



<sup>24</sup>/<sub>31</sub> 25 26 27 28 29 30